

Role Profile

Part A - Grade & Structure Information

Job Family Code	7BF	Role Title	Junior Digital Engagement Officer
Grade	PS7	Reports to (role title)	Senior Digital Engagement Officer
		Directorate/School	Communications & Engagement - Corporate Communications Team
JE Band	228-268	Service/Department	Communications
		Date Role Profile was created	May-24

Part B - Job Family Description

The below profile describes the general nature of work performed at this level as set out in the job family. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The Council reserves the right to review and amend the job families on a regular basis.

Role Purpose including key outputs	Delivering digital engagement on social media for the council. This will involve working with the Senior Digital Engagement Officer to monitor social content on our corporate channels, engaging with residents across different social media channels and gathering insight on key topics. Engaging with residents will include responding to resident enquiries whether directly, through comments or where the council is tagged in. This will be achieved through close links with Customer Services and other Communications colleagues to help respond appropriately. Alongside the Senior Digital Engagement Officer, the Junior Digital Engagement Officer will form a key part of the Corporate Communications Team. The role will work closely with the Resident Intelligence unit, Customer Services and key transformation leads.
Work Context	The Communications and Engagement Directorate works with the leadership of the council to promote the aims and achievements of the council to residents, partners and key stakeholders. This is a key role in delivering the communications priorities around more effective engagement with residents and gathering information on key trending issues to inform policy decisions. This is an opportunity to highlight emerging issues in real time, helping to avoid issues escalating through early intervention, ensuring that every resident has a voice and no one is left behind. The council seeks to encourage genuine engagement between service users and service providers. Whilst the base for the role will be Woodhatch, it is a requirement that you will be required to work from other area offices as dictated by service needs. The postholder may be required to work flexibly and on occasion, out of hours and some home working is permitted.
Line management responsibility if applicable	N/A
Budget responsibility if applicable	N/A

<p>Representative Accountabilities Typical accountabilities in roles at this level in this job family</p>	<p>Analysis, Reporting & Documentation</p> <ul style="list-style-type: none"> • Prepare reports/statistics/briefings to meet statutory/management information requirements. • Recommend improvements and support implementation to systems, processes and procedures, ensuring best practice is shared across the team. <p>Service Delivery</p> <ul style="list-style-type: none"> • Deliver a range of administrative and/or customer/consultancy services in support of existing systems or processes to agreed standards, to maximise service quality and continuity. May authorise transactions where appropriate. • Respond to and resolve enquiries and problems, judging when to pass on complex queries or involve others, to provide an effective service and clear advice to colleagues and customers. <p>Planning & Organising</p> <ul style="list-style-type: none"> • Provide comprehensive support to a group of senior staff, ensuring confidentiality, effectively organising internal and external activities/events to support the delivery of efficient services. • Plan and prioritise own work activities for the weeks ahead, to ensure operational efficiency. Respond effectively to changing demands, adjusting priorities as needed. <p>Finance/Resource Management</p> <ul style="list-style-type: none"> • Maintain financial, and/or stock records, and review data to contribute to resource planning. <p>Work with others</p> <ul style="list-style-type: none"> • Maintain a network of contacts, drawing on support and advice from others to resolve problems. • Communicate and liaise with service users and/or external contacts, representing the team/service as required. • Support, coordinate and undertake research into a variety of projects in the defined area of activity to support achievement of team's objectives. <p>People Management</p> <ul style="list-style-type: none"> • May guide and/or supervise junior staff in their duties to facilitate their development and ensure service quality standards are maintained. <p>Duties for all</p> <p>Values: To uphold the values and behaviours of the organisation.</p> <p>Equality & Diversity: To work inclusively, with a diverse range of stakeholders and promote equality of opportunity.</p> <p>Health, Safety & Welfare: To work alongside colleagues in the maintenance of a safe working environment reporting incidents, accidents, repairs and maintenance promptly and taking appropriate action as required. Adherence to safe working under the health and safety policy is required.</p> <p>To have regard to and comply with safeguarding policy and procedure as appropriate.</p>
<p>Education, Knowledge, Skills & Abilities, Experience and Personal Characteristics</p>	<ul style="list-style-type: none"> • Educated to A level or equivalent, or able to evidence ability at an equivalent level. • Relevant HR, Management, business administration or financial qualification to NVQ Level 3/4, or able to evidence knowledge and understanding of relevant disciplines. Willingness to study for a relevant professional qualification if appropriate. • For some roles a relevant degree may be required. • Good IT skills. • Ability to work with others to achieve objectives and improve customer service. • Good written and oral communication skills with the ability to build sound relationships with customers to improve customer service. • High level administrative/organisational and analytical skills. • Ability to prioritise and plan own workload in the context of conflicting priorities and work on own initiative. • A methodical approach to information gathering, recording and reporting. • Previous relevant work experience. • Experience of maintaining and improving business/ database systems/secretarial processes and systems (as appropriate).
<p>Details of the specific qualifications and/or experience if required for the role in line with the above description</p>	<p>Experience of working within a communications or customer services team is preferred. Experience or understanding of: Social media engagement & Evaluation in a political environment. An understanding of customer insight to help inform behavioural change campaigns. Strong writing and editing skills, tailored to audience and channel with excellent attention to detail. Travel around the county to meet the demands of the role.</p>

Role Summary	Roles at this level provide a comprehensive business support service in a defined service or functional area, or provide specialist support services. Many will possess technical rather than professional expertise in the main disciplines, or have substantial experience of administrative procedures to enable them to guide and advise others. There will be minimal day-to-day supervision, but clear guidance is available. The roles will plan for the weeks ahead and prioritise to accommodate non standard work. They often require understanding of complex procedures and support systems, and the ability to allocate workload and react to changing priorities. Although most work will follow established patterns, initiative is needed to handle processes and resolve problems and queries based on experience and judgement, mainly without reference to others. These roles may work alone instead of as part of a team, or the system or process used may require specialist knowledge or experience. Some roles involve supervision of staff, others involve undertaking specialist functions or the provision of a broad comprehensive business admin services which may include coordinating activities, different customer and service users.
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